



Best Practices in Sponsorship for Advancing Women in Workplaces



Canada



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada



Stocking the Pipeline of Female Tech Leaders

Publisher: Advance Gender Equality in Business by Syngenta (2023)

Category: Project Sample

Model: Sponsorship

Relevance: Women in Male-Dominated Fields

High Level Summary: Highlights targeted female sponsorship programs, offering coaching for change, metrics for accountability, and leadership diversity.

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6 Tips for a Successful Sponsorship Program

Publisher: Her New Standard – Playbook

Category: Industry Voice

Relevance: Participant Preparation and Support

High Level Summary: An organization's responsibility extends beyond the initial pairing of sponsors and protégés. Both parties must be equipped with the necessary tools and resources to thrive in their roles.

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"Sponsorship of Women Drives Innovation and Improves Organizational Performance"

Publisher: SEMI + Accenture

Category: Industry Voice

Relevance: Relevant statistics from Global Companies

High Level Summary: Evidence suggest significant organizational gains when gender diversity is prioritized early on and consistently reinforced as the organization grows.

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Why Women Need Effective Sponsorship to Advance Their Careers

Publisher: Seramount

Category: Industry Voice

Relevance: Purpose of the sponsorship program

High Level Summary: The sponsorship match should align with the employee's development plan, ensuring that the sponsor has the influence necessary to facilitate the protégé's next career move. Recommendations include: develop leaders to embrace post-heroic leadership, use metrics to establish accountability, ensure transparency in decision-making, diversify career pathways, and rethink development opportunities.

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Sponsoring Women to Success

Publisher: Catalyst

Category: Research Report

Relevance: Sponsorship for women in the workforce

High Level Summary: Sponsorship is vital for advancement to higher levels—and clearly for women—when greater pressure exists on making the “right” choice from among a pool of extremely talented individuals.

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A Lack of Sponsorship Is Keeping Women from Advancing into Leadership.

Publisher: Harvard Business Review

Category: Industry Voice

Relevance: Formal Sponsorship in Organizations

High Level Summary: Distinguishing between sponsorship and mentorship is essential for providing comprehensive support to women and members of historically marginalized communities (HMCs) in their careers.

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